

**New Jersey Board of Public Utilities  
Notice of Availability of Grants  
Energy Division  
Electric Real Time Pricing Education & Outreach  
Docket No. EX04060468**

The NJ BPU Energy Division hereby announces the availability of the following grant program:

**PROGRAM DESCRIPTION**

**Name of program:**

Electric Real Time Pricing Education & Outreach Grant Program

**Purpose:**

The objective of the grant program is to ensure that those commercial and industrial consumers that are currently taking BGS service and that are, or may in the near future be, subject to hourly electric pricing have the information necessary to understand the current pricing structure and their alternatives. Consumer education can take the form of workshops or other public education forums.

**Amount of funds available in the program:**

*The Electric Real Time Pricing Education & Outreach Program* is funded by the NJ Board of Public Utilities, Division of Energy. Grant monies will be distributed from accounts maintained by the State's four electric utilities. A total of \$50,000 is available in the program for up to six grants of up to \$10,000 each.

**Program requirements**

Each program should be impartial, fact based, fair and balanced, should not promote any one third party supplier, energy consultant or energy agent, and should include, at a minimum, basic information on rate components and rate design, customer switching options, peak load management, energy conservation and distributed generation.

The selected programs should be directed at larger customers (750kw or greater) that continue to receive Basic Generation Service from their electric utility and the programs should be available to customers prior to April 27, 2005.

The Board will lend its name to the programs, if so desired. In addition, the State's electric utilities will assist, to the extent legally permissible, with customer mailings.

**Entities which may apply for funding under the program:**

New Jersey based non-profit or government organizations that have a constituency active in or concerned with energy issues.

**Qualifications needed by an applicant to be considered for the program:**

Applicants for funding must have staff and resource capability, expertise, and energy or public education experience to perform the proposed work. Applicants are expected to contribute organization and administration services to the funded programs.

**Procedure for eligible entities to apply for grant funds:**

Applicants for a grant must specify in their cover letter the amount of funding requested for the proposed project. The application should consist of a proposed scope of work and be written in the following format:

There must be a description of the program including location, target audience, estimated size of audience, agenda outline, and names of instructors.

If any entity other than the applicant (for example, consulting firm or other agency) will be conducting a portion of the work, that must be so specified in the task descriptions.

There must be a discussion regarding the total project cost, followed by a detailed breakdown of the cost for each task, including how that cost was derived showing all calculations. Other costs (for example, consultant, specific supplies, and facility rental) must also be included.

There must also be a description of the time, resources and services that the applicant intends to contribute to the organization and administration of the funded program, including an estimate of the value of these services. Applicant must provide 20% of the total cost of the program. "In kind" services may be used towards the applicant's 20% contribution.

### **Project Schedule**

A "time line" must be included. Programs must be completed by April 27, 2005.

### **Evaluation Criteria**

#### **Applications will be judged on:**

- 40% - Compliance with program requirements
- 25% - Amount and quality of organizational and administrative services to be provided by applicant. (20% awarded for meeting above minimum requirements, 0-5% for exceeding minimum requirements.)
- 10% - Geographical location of workshop/forum (The Board is seeking to reach all parts of the State with this educational effort).
- 15% - Cost effectiveness – this will be determined on cost divided by expected audience size.
- 10% - Consideration will be given to programs that are less cost effective but that reach an "untouched" segment of the market.

#### **Address for submitting applications:**

Applications for funds should be submitted in triplicate to:  
NJ BPU  
Division of Energy  
2 Gateway Center  
Newark, NJ 07102  
Attn: Peter Yochum

#### **Deadline by which applications must be submitted:**

Complete proposals must be submitted by March 18, 2005

#### **Date by which applicants shall be notified of approval or disapproval:**

Applicants shall receive notice of preliminary approval or disapproval, pending further project review, within 10 days of receipt of the proposal at the BPU.